Tactic: Quora pull-in

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Using Quora to get reporters' attention

- Quora and Reddit are great places where you can help reporters out, answer their questions, and provide different sources for them

- **The Quora tactic:**
  - find a question that relates to your industry/product and answer it the best you can without turning it into a pitch of your product
  - ask the reporter to check out the question and give feedback as an expert on the topic

- How to invite them:
  - email
  - Quora's "ask to answer" feature

- Why this works:
  - you're complimenting them on their expertise
  - you're bringing something relevant to them
  - you're offering them a chance to get exposure

- The advantages of using this tactic:
  - you connect with a source directly
  - maybe you get a quote from them
  - you write a post with their quote, post it, and link to them
  - it makes it easier to contact them again down the road because they know who you are